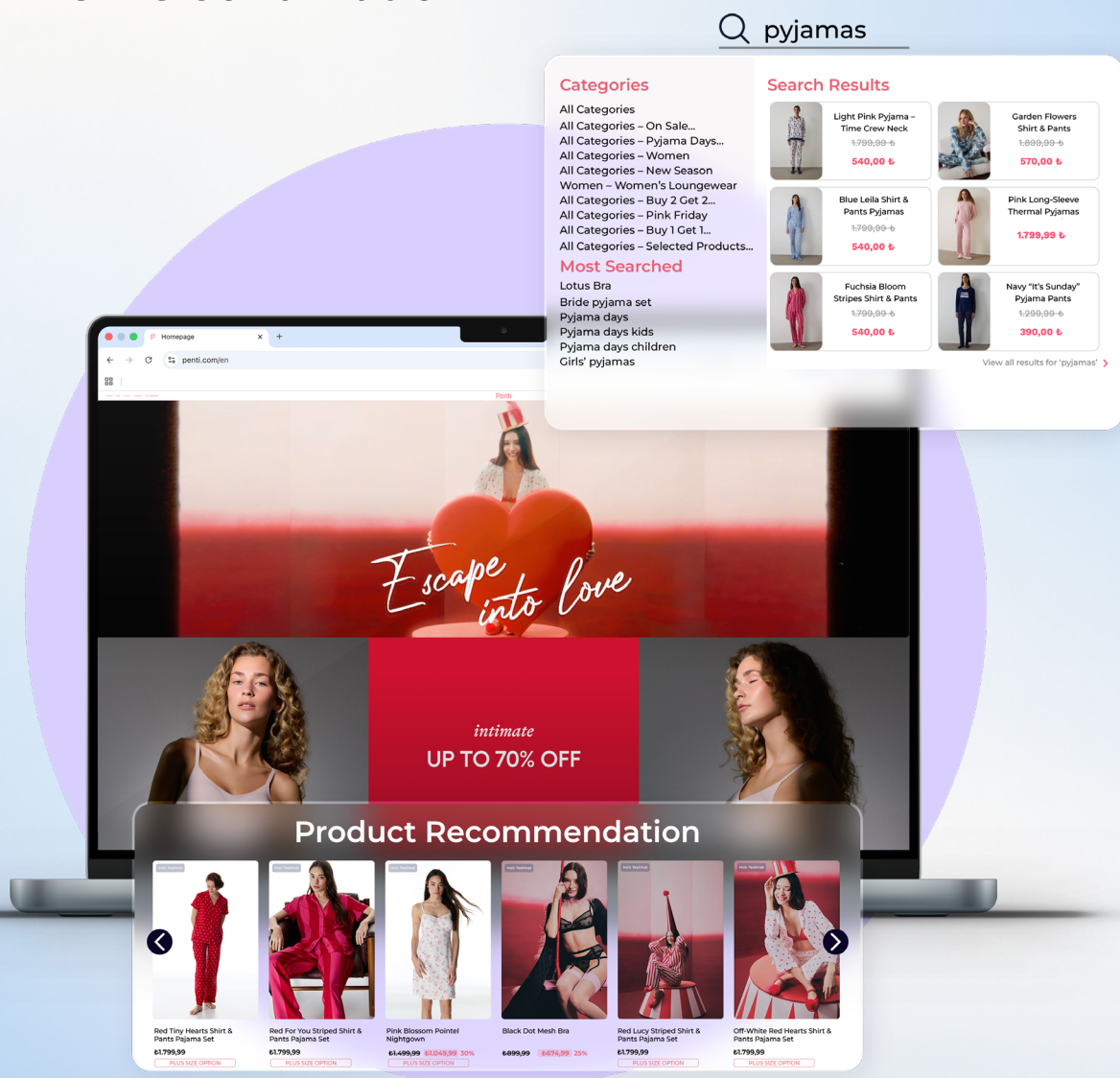


# How a Leading Fashion & Lifestyle Brand Increased Its Digital Revenue Contribution Through Modular, Full-Funnel Personalization

Product Recommendations  
Personalized Search  
Omnichannel Engagement  
Marketing Automation Chains



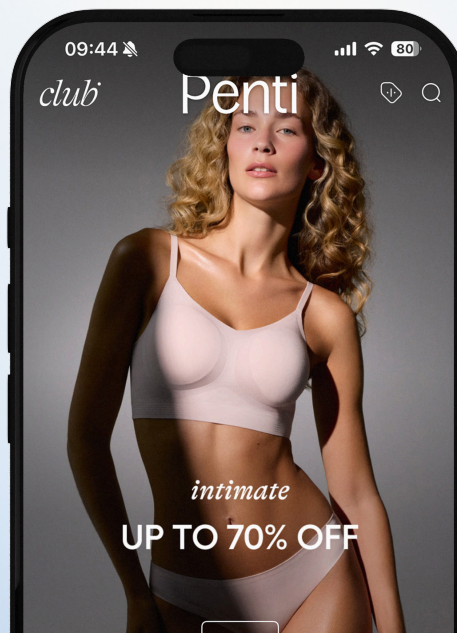
## Case Study

### — Industry Context & Execution —

*“**Penti** transformed its digital commerce experience into a scalable, data-led personalization engine with **PersonaClick**.”*

**Penti**, one of Turkey’s leading fashion and lifestyle brands, set out to evolve its digital commerce operations from channel-based execution into a **fully integrated, personalization-driven growth model**. With a broad product portfolio spanning apparel, hosiery, and lifestyle categories, and a high-volume omnichannel customer base, the brand’s priority was to translate diverse behavioral signals into **measurable digital revenue at scale**.

With **PersonaClick**’s modular personalization platform, **Penti** unified onsite experiences, mobile app engagement, and cross-channel customer communication under a **single intelligence layer**. Real-time product recommendations, behavioral automation, search personalization, and data-driven messaging enabled **Penti** to orchestrate the entire customer journey as a **continuous, full-funnel personalization system** rather than isolated campaigns.



## Case Study

### — PersonaClick Scope & Activation —

*“**Penti** drives measurable digital growth by activating **PersonaClick** across onsite personalization and mobile engagement.”*

Product Recommendations are used from product pages through the cart, with Penti's best performing recommendation widget being “Similar Products” on PDP, reaching 26% CTR.

App Push is one of **Penti**'s go-to channels for driving conversions, executed in both bulk and automated formats, with 1.1B push notifications sent in a year.

Across **PersonaClick**'s advanced solutions, **Penti** reports 20% monthly assist in revenue and 31.7% of transactions driven through **PersonaClick**, with the active solution set listed as Product Recommendations, Search, Cross Channel Communications, and Automated Messages.



## Case Study

### — Key Results & Highlights —

#### *Product Recommendations*

Achieved

# 26% CTR

with the best-performing  
“Similar Products” widget  
on product detail pages.

Driving engagement from PDP  
through the cart experience.

#### *Cross-Channel & Automated Messages*

Contributed to

# 20%

monthly revenue assist  
through personalized  
customer communications.

Supporting conversions across  
digital touchpoints.

#### *Mobile App Push*

# 1.1B

push notifications  
sent annually  
via bulk and automated  
app push campaigns.

One of Penti's primary  
conversion-driving channels.

#### *Overall PersonaClic Impact*

# 31.7%

of transactions  
driven through  
PersonaClick's  
advanced solutions.

Positioning personalization  
as a direct revenue contributor.

*Together, these results highlight  
how personalization directly supports  
**Penti's** digital revenue performance.*

## Case Study

### Closing Notes

Thanks to the structure we have built with **PersonaClick**, we now have a powerful system that allows us to manage customer communication from a single point. By bringing online and offline data together, it enables us to deliver a holistic customer experience. From in-app notifications to email and web push, we are able to reach our customers at the right time and on the right channel. We now manage our retail approach in a smart, measurable, and efficient way. For us, **PersonaClick** is not just a technology provider but also a trusted partner that supports our strategic decisions.

Senior Performance  
Marketing Manager, **Penti**  
**Dorukhan Girgin**

**Penti** is a strong example of how personalization, when approached not as a tactic but as a holistic system, can create real value. When data, application, and modular capabilities work together, personalization moves beyond being a testing ground and becomes a direct driver of digital revenue; the work we have done with **Penti** is a powerful example of this...

CEO **PersonaClick**  
**Gürhan Işık**

Book a Demo

<https://personaclick.com/request-demo/>

